

WHAT IS CLAIMED IS:

- 1 1. A financial presentation instrument with an integrated holder
2 comprising:
 - 3 a data card having an information storage medium that is adapted to store a
 - 4 unique identifier and at least a pair of apertures therethrough for suspending the data card
 - 5 from a display hook.
- 1 2. The instrument of claim 1 wherein the pair of apertures are located on
2 a top portion of the data card.
- 1 3. The instrument of claim 1 wherein the pair of apertures are located on
2 a side portion of the data card.
- 1 4. The instrument of claim 1 wherein the pair of apertures comprise a
2 circular, J-peg, semi-circular, oval, rectangle, square, polygonal, or a combination thereof
3 shape.
- 1 5. The instrument of claim 1 further comprising an additional aperture
2 through the data card.
- 1 6. The instrument of claim 1 wherein the data card comprises a stored
2 value card.
- 1 7. The instrument of claim 1 wherein the data card comprises a gift card.
- 1 8. The instrument of claim 1 wherein the information storage medium
2 comprises a magnetic stripe.
- 1 9. The instrument of claim 1 wherein the information storage medium
2 comprises a bar code.
- 1 10. The instrument of claim 1 wherein the data card has a rectangular
2 shape having dimensions that are about 2 1/8 inches by about 3 3/8 inches.
- 1 11. The instrument of claim 1 wherein the data card has a circular shape.
- 1 12. A financial presentation instrument with an integrated holder
2 comprising:

3 a data card having an information storage medium that is adapted to store a
4 unique identifier and at least one J-peg shaped aperture therethrough for suspending the data
5 card from a display hook.

1 13. The instrument of claim 12 wherein the J-peg shaped aperture is
2 located on top portion of the data card.

1 14. The instrument of claim 12 wherein the J-peg shaped aperture is
2 located on a side portion of the data card.

1 15. The instrument of claim 12 further comprising an additional aperture
2 through the data card.

1 16. The instrument of claim 15 wherein the additional aperture comprises a
2 circular, J-peg, semi-circular, oval, rectangle, square, or polygonal shape.

1 17. The instrument of claim 12 wherein the data card comprises a stored
2 value card.

1 18. The instrument of claim 12 wherein the data card comprises a gift card.

1 19. The instrument of claim 12 wherein the information storage medium
2 comprises a magnetic stripe.

1 20. The instrument of claim 12 wherein the information storage medium
2 comprises a bar code.

1 21. The instrument of claim 12 wherein the data card has a rectangular
2 shape having dimensions that are about 2 1/8 inches by about 3 3/8 inches.

1 22. The instrument of claim 12 wherein the data card has a circular shape.

1 23. A financial presentation instrument with an integrated holder
2 comprising:

3 a rectangular shaped data card having an information storage medium that is
4 adapted to store a unique identifier and at least one aperture therethrough for suspending the
5 data card from a display hook, wherein the at least one aperture is located on a central portion
6 of the data card.

1 24. The instrument of claim 23 wherein the aperture comprises a circular,
2 J-peg, semi-circular, oval, rectangle, square, or polygonal shape.

1 25. The instrument of claim 23 further comprising an additional aperture
2 through the data card.

1 26. The instrument of claim 23 wherein the data card comprises a stored
2 value card.

1 27. The instrument of claim 23 wherein the data card comprises a gift card.

1 28. The instrument of claim 23 wherein the information storage medium
2 comprises a magnetic stripe.

1 29. The instrument of claim 23 wherein the information storage medium
2 comprises a bar code.

1 30. The instrument of claim 23 wherein the data card has dimensions that
2 are about 2 1/8 inches by about 3 3/8 inches.

1 31. A financial presentation instrument with an integrated holder
2 comprising:
3 a circular shaped data card having an information storage medium that is
4 adapted to store a unique identifier and at least one centrally spaced aperture therethrough for
5 suspending the data card from a display hook, wherein the circular shaped data card has only
6 one flat bottom edge.

1 32. The presentation instrument of claim 31 wherein the information
2 storage medium is located on the flat bottom edge of the data card.

1 33. The instrument of claim 31 wherein the data card comprises a stored
2 value card.

1 34. The instrument of claim 31 wherein the data card comprises a gift card.

1 35. A financial presentation instrument with an integrated holder
2 comprising:

3 a data card having an information storage medium that is adapted to store a
4 unique identifier and at least one rectangular shaped aperture therethrough for suspending the
5 data card from a display hook.

1 36. A method for displaying a financial presentation instrument with an
2 integrated holder comprising:

3 providing a data card having an information storage medium that is adapted to
4 store a unique identifier data and at least one aperture therethrough;

5 providing a display hook;

6 suspending the data card from the display hook through the at least one
7 aperture.

1 37. The method of claim 36 further comprising packaging the data card in
2 a card carrier.

1 38 . The method of claim 36 wherein packaging comprises retaining the
2 data card within the card carrier by inserting the at least one aperture onto at least one post of
3 the card carrier.

1 39. The method of claim 36 wherein the data card has a rectangular shape
2 having dimensions that are about 2 1/8 inches by about 3 3/8 inches.

1 40. The method of claim 36 wherein the data card has a circular shape.

1 41. The method of claim 36 wherein the aperture comprises a circular, J-
2 peg, semi-circular, oval, rectangle, square or polygonal shape.

1 42. The method of claim 36 wherein the data card comprises an additional
2 aperture therethrough.

1 43. The method of claim 42 further comprising providing an additional
2 display hook and suspending the data card from the additional display hook through the
3 additional aperture.

1 44. The method of claim 42 wherein the pair of apertures are located on a
2 top portion of the data card.

1 45. The method of claim 36 wherein the aperture is located on a central
2 portion of the data card.

1 46. The method of claim 36 wherein the aperture is located on a side
2 portion of the data card.

1 47. The method of claim 36 wherein the data card comprises a stored value
2 card.

1 48. The method of claim 36 wherein the data card comprises a gift card.

1 49. The method of claim 36 wherein the information storage medium
2 comprises a magnetic stripe.

1 50. The method of claim 36 wherein the information storage medium
2 comprises a bar code.

1 51. A system comprising:
2 a data card having an information storage medium that is adapted to store a
3 unique identifier and at least one aperture therethrough; and
4 a card carrier having at least one post thereon, wherein the at least one
5 aperture is insertable onto the at least one post so that the data card is retained and completely
6 encased by the card carrier.

1 52. The system of claim 51 wherein the card carrier comprises a compact
2 disc holder.

1 53. The system of claim 51 wherein the card carrier comprises a folded
2 paper card.

1 54. The system of claim 51 wherein the at least one post comprises a
2 centrally spaced raised button.

1 55. The system of claim 54 wherein the at least one post has a diameter of
2 approximately 5/8 of an inch.

1 56. The system of claim 51 wherein the at least one post comprises a
2 circular, J-peg, semi-circular, oval, rectangle, or polygonal raised shape.

1 57. The system of claim 51 wherein the aperture is located on a central
2 portion of the data card.

1 58. The system of claim 51 wherein the aperture is circular and has a
2 diameter of approximately 5/8 of an inch.

1 59. The system of claim 51 wherein the data card has a circular shape.

1 60. The system of claim 51 wherein the data card has a rectangular shape
2 having dimensions that are about 2 1/8 inches by about 3 3/8 inches.

1 61. The system of claim 51 wherein the data card comprises a stored value
2 card.

1 62. The system of claim 51 wherein the data card comprises a gift card.

1 63. The system of claim 51 wherein the information storage medium
2 comprises a magnetic stripe.

1 64. The system of claim 51 wherein the information storage medium
2 comprises a bar code.

1 65. A method for delivering a financial presentation instrument with an
2 integrated holder comprising:

3 providing a data card having an information storage medium that is adapted to
4 store a unique identifier and at least one aperture therethrough;

5 providing a card carrier having at least post thereon; and

6 inserting the at least one aperture onto the at least one post so that the data
7 card is retained and completely encased by the card carrier.

1 66. The method of claim 65 further comprising activating the data card
2 prior to the inserting step.

1 67. A financial presentation instrument with an integrated holder
2 comprising:

3 a data card having at least one protrusion, an information storage medium that
4 is adapted to store a unique identifier, and at least one aperture through the protrusion for
5 suspending the data card from a display hook.

1 68. The instrument of claim 67 wherein the at least one protrusion extends
2 from a top portion of the data card.

1 69. The instrument of claim 67 wherein the at least one protrusion extends
2 from a side portion of the data card.

1 70. The instrument of claim 67 wherein the data card has a rectangular
2 shape having dimensions that are about 2 1/8 inches in height and about 3 3/8 inches in
3 length.

1 71. The instrument of claim 67 wherein the data card has a rectangular
2 shape, wherein a height of the card is less than about 2 1/8 inches.

1 72. The instrument of claim 67 wherein the data card has a rectangular
2 shape, wherein a length of the card is less than about 3 3/8 inches.

1 73. The instrument of claim 67 wherein the data card has a circular shape.

1 74. The instrument of claim 67 wherein the aperture comprises a circular,
2 J-peg, semi-circular, oval, rectangle, square, or polygonal shape.

1 75. The instrument of claim 67 wherein the data card further comprises a
2 second protrusion with an additional aperture therethrough.

1 76. The instrument of claim 67 wherein the data card comprises a gift card.

1 77. The instrument of claim 67 wherein the information storage medium
2 comprises a magnetic stripe.

1 78. The instrument of claim 67 wherein the information storage medium
2 comprises a bar code.